



## Terms of Reference

### Individual Consultant to Develop Indicators of Success for Effective Implementation of Extended Producer Responsibility (EPR) System in Indonesia

#### About the Initiative

WWF has set a vision of “No Plastic in Nature by 2030” to turn the tide against this plastic pollution. It aims at stopping the flow of plastics into nature by eliminating unnecessary plastic items; doubling reuse, recycling and recovery; and ensuring the remaining plastic is sourced responsibly.

#### Background

Indonesia is branded as one of the largest ocean plastic polluters. It was estimated that 0.27–0.59Mt of plastic waste was discharged into Indonesian ocean every year<sup>1</sup>. The plastic waste recycling rate in Indonesia is notably low, capturing less than 7% of plastic waste generated<sup>2</sup>, while the remaining are disposed of in landfill or leaked into the environment. Recognizing the environmental impact of plastic pollution, the Country has committed to ambitious national waste reduction targets, aiming to reduce marine plastic debris by 70% and reduce solid waste generation to 30% by 2025.

In March 2022, along with 175 other nations, Indonesia voted to adopt a Global Treaty for Plastic Pollution. To this end, four Intergovernmental Negotiating Committee (INC) meetings have been held, while the final INC (INC-5) will take place in November 2024 in Busan, Republic of Korea. By 2025, the treaty text will be signed and ratified by the UN member states, highlighting that each signatory party must take into account a holistic approach to fulfilling its responsibilities and contributions.

Extended Producer Responsibility (EPR) has been identified as an effective policy tool to hold producers accountable for the entire lifecycle of their plastic products, from production to disposal. The Zero Draft of the treaty explicitly calls for signatory states to establish and operate EPR schemes. EPR schemes provide an ongoing source of financing for collecting and processing waste, as well as encouraging companies to adopt eco-design practices and educating consumers.

For Indonesia, the legal framework that mandates producers' responsibilities in managing their packaging waste has been outlined in the Regulation of Minister of Environment and Forestry on the Roadmap of Waste Reduction by Producer issued in 2019 (P.75/2019). The objective of the roadmap is to guide and facilitate the producers, including brand owners, manufacturers, importers, retailers, and the food and beverage service industry, to implement their responsibilities on reducing 30% of the waste generated from their goods, packaging, and services in form of plastics, paper, aluminum cans, and glass by 2029. Furthermore, the National Roadmap and Action Plan for Circular Economy, launched by the Ministry of National Development Planning in July 2024, incorporates EPR as one of key strategies for achieving Indonesia's circular economy goals<sup>3</sup>.

While some progressive companies and business associations in Indonesia have launched

<sup>1</sup> The Indonesian Institute of Sciences. 2019. Naskah Akademik: Inisiasi Data Sampah Laut Indonesia Untuk Melengkapi Rencana Aksi Nasional Penanganan Sampah Laut Sesuai Peraturan Presiden RI No.83 Tahun 2018.

<sup>2</sup> Ministry of Environment and Forestry. 2020. National Plastic Waste Reduction Strategic Actions for Indonesia.

<sup>3</sup> Ministry of National Development Planning. 2024. National Roadmap and Action Plan for Circular Economy.



voluntary EPR initiatives, there are ongoing discussions on how to effectively implement EPR schemes. The benefit of EPR schemes must reflect in the improvements in waste prevention, reuse and recycling, reduced use of virgin/primary material, increased availability and use of recycled material, and generation of social and economic value from materials. WWF-Indonesia works with industry players and corporate coalitions to accelerate the transition to sustainable waste management and circular economy, and advocating for a mandatory EPR scheme in Indonesia.

### **Objective**

The overall objective of this study is to strengthen governments and businesses' readiness for a mandatory EPR system, with specific objectives to:

1. Define indicators of success for an effective implementation of an EPR system, tailored to Indonesia socio-economic context, in alignment with national goals and compliance to the Global Plastic Treaty.
2. Understand market incentives, economic barriers, and behavioral drivers among consumers and producers to craft policy recommendations that support EPR effectiveness, in alignment with national goals and compliance to the Global Plastic Treaty.

### **Expected Output**

1. A report document containing a set of measurable and context-specific indicators of success for effective EPR implementation for plastic packaging by producers in Indonesia.
2. A report document containing actionable EPR model recommendations that will contribute to national waste reduction target, support national circular economy goals, and facilitate Global Plastic Treaty compliance.

### **Scope of Work**

1. Quick review of national waste policies, EPR-related regulations, and circular economy targets, and also Indonesia's commitments under the Global Plastic Treaty.
2. Map key stakeholders (government, producers, waste management companies, recyclers, NGOs, and local communities) to understand their roles and capacity.
3. Conduct a literature review and benchmark study of successful EPR systems globally, identifying indicators used in countries with similar socio-economic profiles and waste management challenges.
4. Conduct interviews with stakeholders, including government bodies, producers, recyclers, and NGOs, to refine and validate success indicators relevant to Indonesia's specific needs.
5. Conduct analysis of the economic and behavioral factors affecting EPR adoption, including actionable recommendations for policy adjustments or incentive structures to improve stakeholder compliance and market efficiency.
6. Develop a comprehensive report, containing a set of measurable and context-specific indicators of success for effective EPR implementation in Indonesia and an actionable EPR model recommendation that will contribute to national waste reduction target, support national circular economy goals, and facilitate Global Plastic Treaty compliance.

### **Expected Deliverables**

1. Weekly updates and discussion



## 2. Draft and final reports of 25-30 Pages

### Duration of Assignment

This assignment will be conducted over a period of two months, from November 11 to December 31, 2024, with following breakdown activities:

Activity	Timeline	Remarks
Proposal submission	October 29 – November 5, 2024	6 working days
Proposal presentation	November 6 – 8, 2024	3 working days
Announcement of Selected Consultant and administration	November 11, 2024	1 working days
Study data collection and analysis	November 12 – 29, 2024	14 working days
Drafting and consultation	December 2 – December 13, 2024	10 working days
Submission of draft report (70% of final report)	December 16, 2024	1 working days
Report writing workshop between consultant and WWF-Indonesia team to finalize the report	December 17 – 19, 2024	3 working days
Minor revision	December 20 – 23, 2024	2 working days
Submission of final report	December 24, 2024	1 working days

### Qualifications

The Independent Expert shall possess the following experience and expertise:

- Advance University qualification on public policy, waste management, environmental economics or other fields related to the scope of the assignment.
- Professional experience on waste management, business and management or relevant field.
- Professional experience in the field of/with stakeholders related to packaging waste management, recycling, circular economy or EPR for packaging.
- Familiarity with stakeholders and activities in Indonesia related to packaging design, recycling, waste management and others.
- Has a good understanding of MoEF Regulation 75/2019 and its progress of implementation.
- Has previous working experience in engaging the government and industry sector in the area of plastic waste management.
- Demonstrate expertise and understanding of corporate and stakeholder engagement, especially on plastic waste management and EPR topics.
- Excellent English and Bahasa Indonesia communication and writing skills.



### **How to Apply**

The application should be a maximum of 6-page proposal, which includes:

1. Covering letter
2. Curriculum vitae
3. Relevant project references (with copies or online links, to at least two relevant projects)
4. Proposed work plan which includes methodology, study design and data sources

Additionally, interested candidates should also submit:

1. Legality documents (KTP, NPWP, bank account number)
2. CVs of additional experts

Please send the application as an e-mail, with attachments, to [hr-recruitment@wwf.id](mailto:hr-recruitment@wwf.id), cc: [rfadila@wwf.id](mailto:rfadila@wwf.id) and [ahardiyanto@wwf.id](mailto:ahardiyanto@wwf.id). Applications will be accepted until November 5, 2024 23:00 (GMT+7) and will be reviewed on a rolling basis. WWF reserves the right not to accept any proposal submitted.